

**Table 9.2: Market Segment Attractiveness Ranking**

		Overall Rating	Overall Rank
UK	FIT's	34	1
Eastern Cape	Day Visitors	34	1
Germany	FIT's	33	3
Weekend Break (Black mid market)		33	3
UK	Organised Tours	32	5
Germany	Organised Tours	31	6
Eastern Cape	Holiday	31	6
UK	VFR	30	8
Eastern Cape	City Break	30	8
Germany	VFR	29	10
Backpackers		29	10
USA African American/ Scandanavia		29	10
Sport		29	10
WC White	High Income	28	14
Domestic VFR		27	15
WC Other Income and Racial Groups		27	15
KZN Other Income and Racial Groups		27	15
FS Other Income and Racial Groups		27	15
GT Other Income and Racial Groups		27	15
Rest Other Income and Racial Groups		27	15
WC White	Medium Income	26	21
KZN African	High Income	26	21
KZN White	High Income	26	21
FS African	High Income	26	21
FS White	High Income	26	21
GT African	High Income	26	21
GT White	High Income	26	21
Rest African	High Income	26	21
Rest White	High Income	26	21
Cruises		25	30
Foreign Special Interest		25	30
Domestic Special Interest		25	30
WC White	Low Income	24	33
KZN African	Low Income	24	33
KZN African	Medium Income	24	33
KZN White	Medium Income	24	33
FS African	Low Income	24	33
FS African	Medium Income	24	33
FS White	Medium Income	24	33
GT African	Low Income	24	33
GT African	Medium Income	24	33
GT White	Medium Income	24	33
Rest African	Low Income	24	33
Rest African	Medium Income	24	33
Rest White	Medium Income	24	33
Conference/Incentive		23	46
KZN White	Low Income	22	46
FS White	Low Income	22	46
GT White	Low Income	22	46
Rest White	Low Income	22	46
WC African	Low Income	19	51
WC African	High Income	19	51
WC African	Medium Income	18	53